

Olivem® 2020: an Award winning Multi-Functional Ingredient



- Biomimetic
- Based on olive oil chemistry
- Provide hydration benefits
- Sensorial modifier
- High performance emulsifier for hot or cold processes
- Thickener, stabilizer
- Original, patent pending
- Naturally-derived ingredient to ISO 16128-1:2016



Olivem® 2020: a Naturally-Derived Ingredient

- Original; patent pending
- 65% naturally-derived ingredient according to ISO 16128
- Globally compliant version for countries with positive lists



Olivem® 2020 INCI: Ethylhexyl **Olivate**, Sodium Acrylates Copolymer, Polyglyceryl-4 **Olivate**

Olivem® 2020G INCI: Ethylhexyl **Olivate**, Sodium Acrylates Copolymer, Polyglyceryl-4 **Oleate**

Olivem[®] 2020: a Biomimetic Ingredient



	Coconut Oil	Olive Oil	Healthy Skin Sebum
Short chain $\leq C12$; saturated	>40%	<5%	<5%
Long chain C14-C18; saturated	25-35%	10-25%	$\approx 40\%$
Long chain C14-C18; unsaturated	6.0-10%	60-85%	$\approx 50\%$

Very few short chain saturated fatty acids unlike other natural oils like in the Healthy skin sebum

Fatty acid compositions of triglycerides and free fatty acids in sebum depend on amount of triglycerides, and do not differ in presence or absence of acne vulgaris, Narifumi AKAZA,^{1,2} Hirohiko AKAMATSU,³ Shigeki NUMATA,² Miyuki MATSUSUE,¹ Yasuo MASHIMA,¹ Masaaki MIYAWAKI,¹ Shunji YAMADA,¹ Akiko YAGAMI,² Satoru NAKATA,¹ Kayoko MATSUNAGA, THE JOURNAL OF DERMATOLOGY 2014; 41: 1069-1076

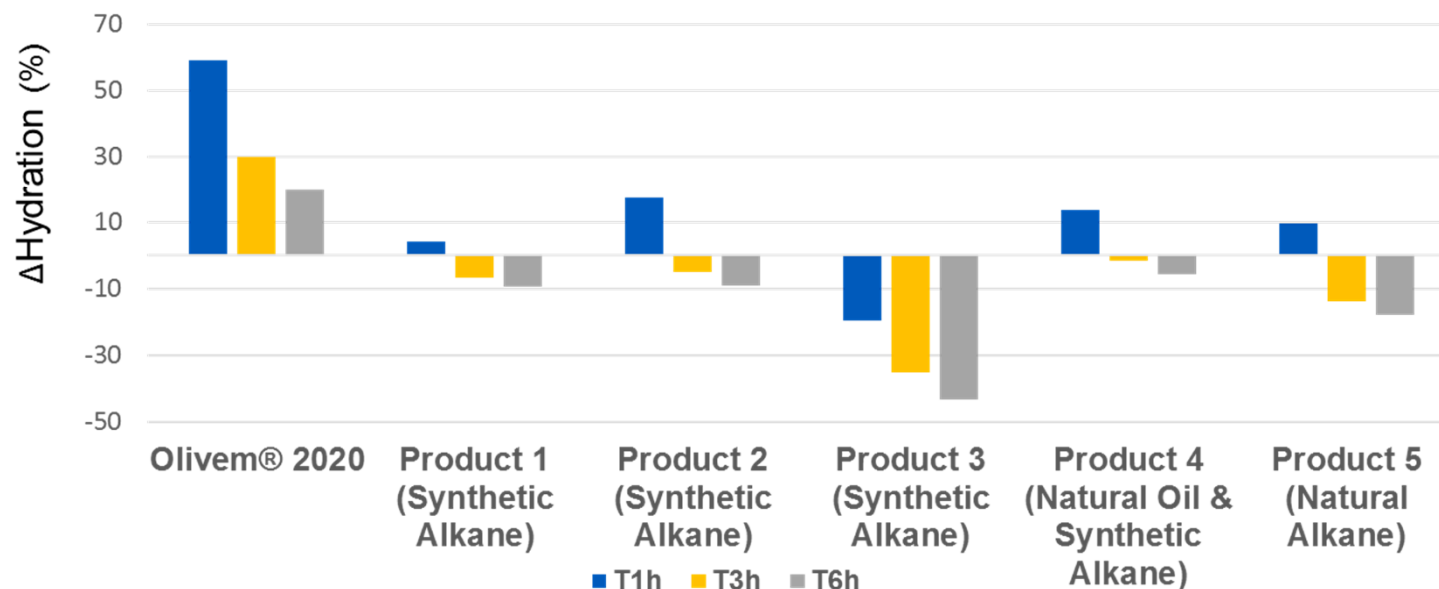
Olivem® 2020: a Functional Naturals Ingredient

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	% Wt
A	Water (Aqua) (deionized)		Up to 100	Up to 100
	Ethylhexyl Olivate, Sodium Acrylates Copolymer, Polyglyceryl- 4 Olivate	Olivem® 2020, Hallstar Italia	5,00	-
	Glycerin		1,00	1,00
	Other products		-	5,00

Internal test: 12 panelists – forearm
MoistureMeterSC® - Delfin

All statistical differences are at least
significant: $p < 0.05$

Skin Hydration Olivem® 2020 in comparison with 5 functional alternatives with different oil phases



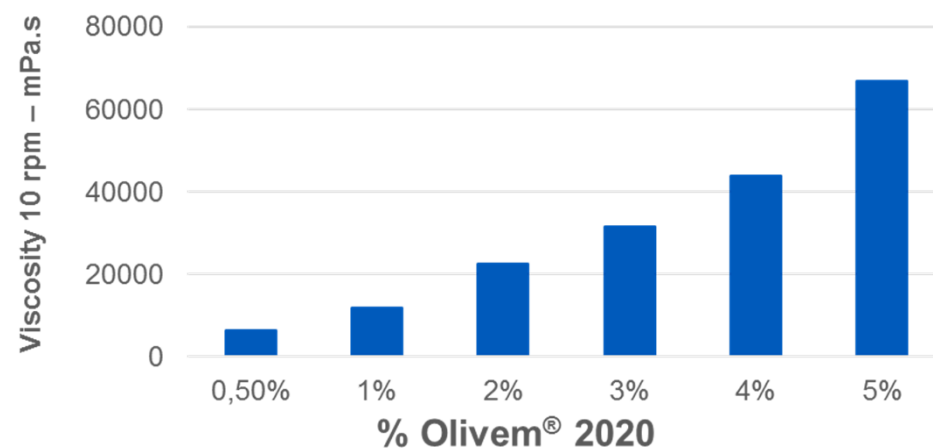
Olivem[®] 2020: a High-Performing Gel Cream

Phase	INCI Name [INN/USAN] (Other Information)	% Wt
	Water (Aqua) (deionized)	Up to 100
A	Olivem[®] 2020	5,00
	Preservative	a.n.



2% Soft Water Gel

Water Gel Performance

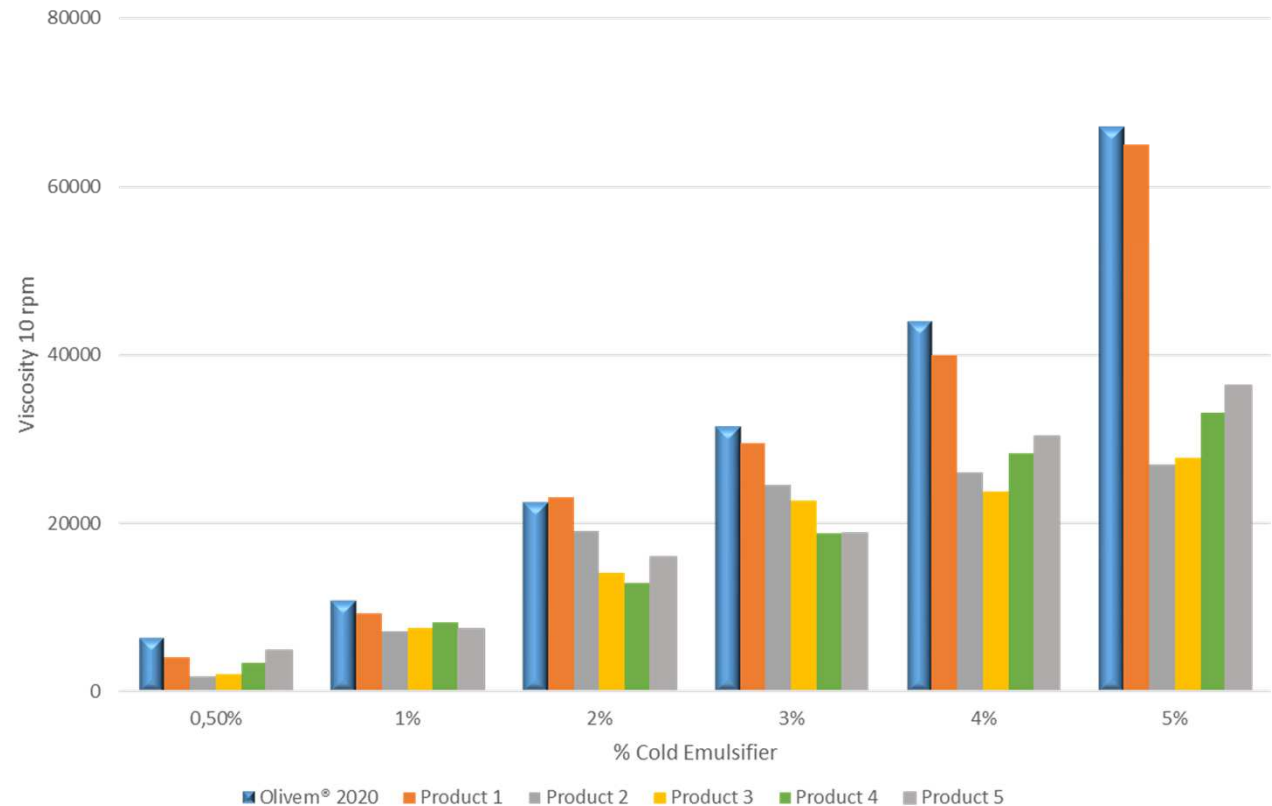


2 hours anchor stirring 450rpm room temperature
Viscosity measured after 24 hours

Olivem[®] 2020: a High-Performing Gel Cream

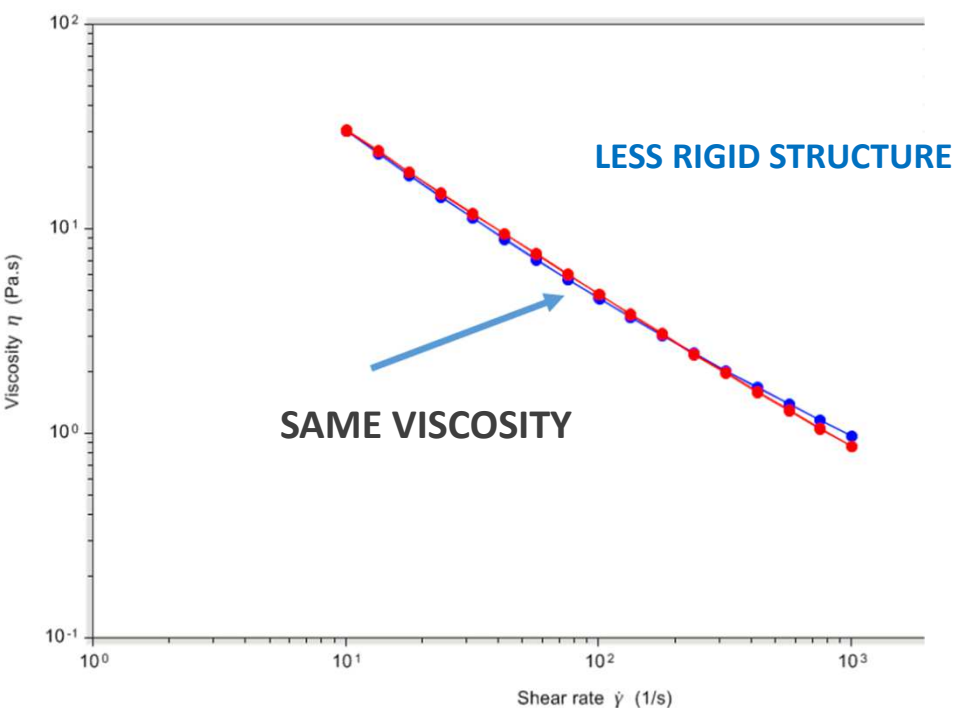
Water Gel Performance

Phase	INCI Name [INN/USAN] (Other Information)	% Wt	% Wt
	Water (Aqua) (deionized)	Up to 100	Up to 100
A	Olivem [®] 2020	5,00	-
	Other Product	-	5,00

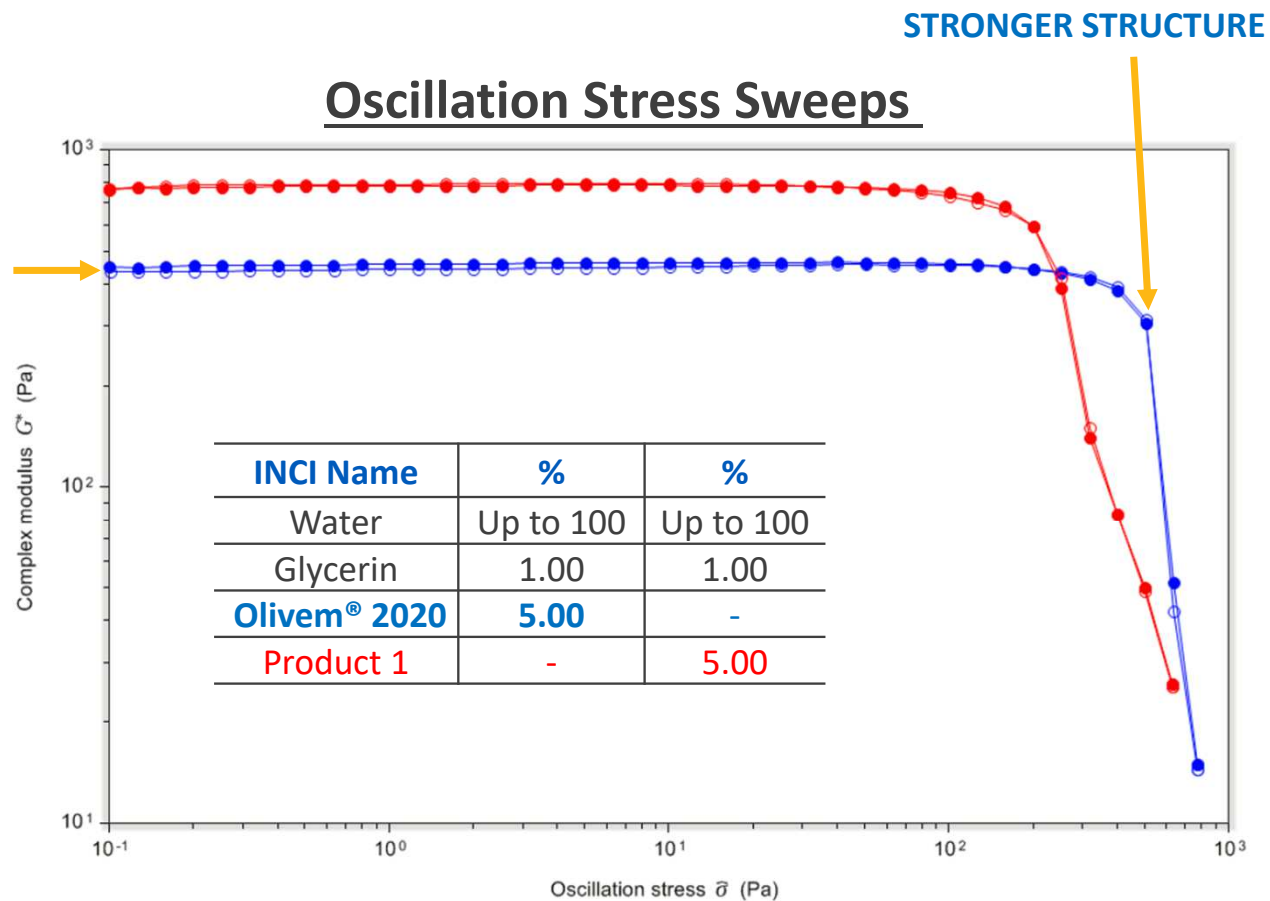


Olivem[®] 2020: Not Just Viscosity

Shear Rate Sweeps



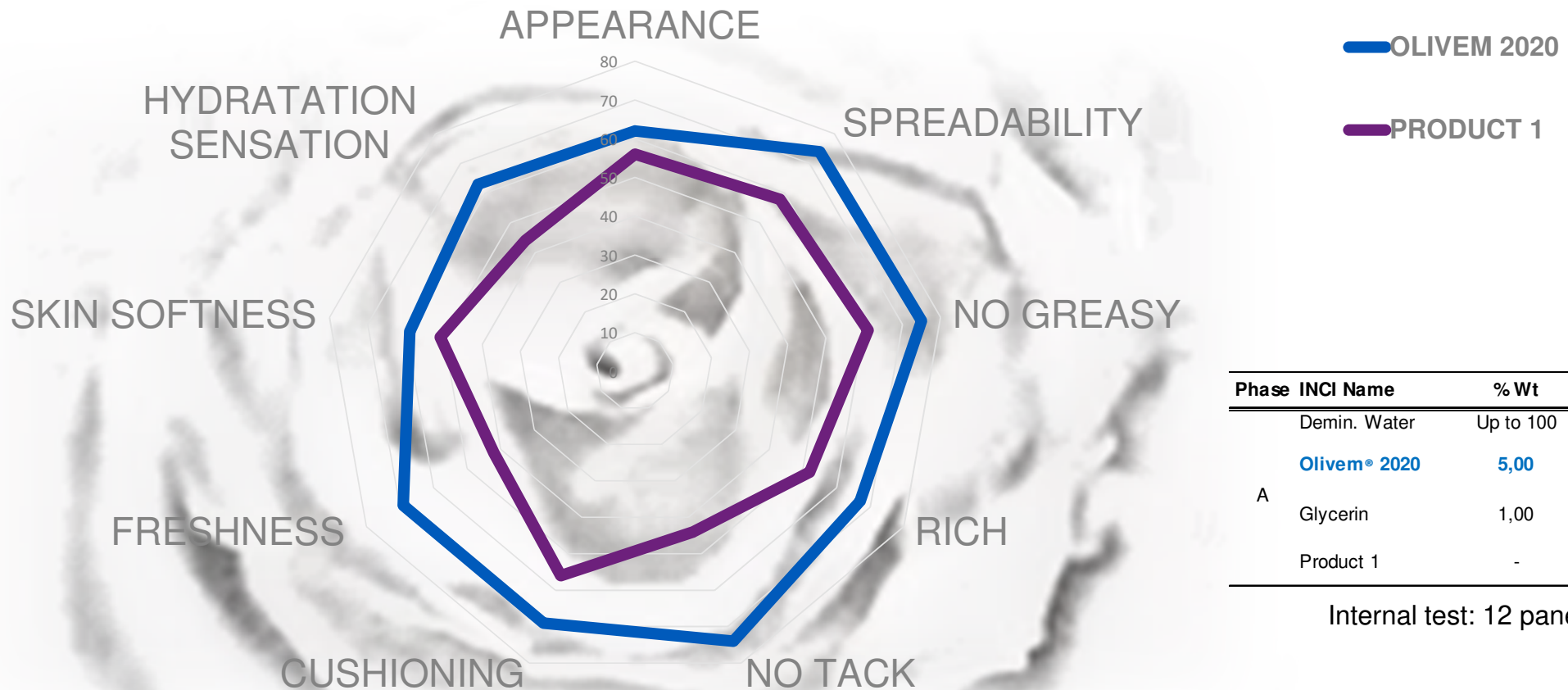
Oscillation Stress Sweeps



TA Instruments research rheometer DHR2
40mm 1° cone and plate measuring system

Olivem® 2020: a Sensorial Modifier

Skin Feel: Olivem® 2020 in comparison with a functional alternative product



Phase	INCI Name	% Wt	% Wt
A	Demin. Water	Up to 100	Up to 100
	Olivem® 2020	5,00	-
	Glycerin	1,00	1,00
	Product 1	-	5,00

Internal test: 12 panelists

Olivem 2020 Hydro Skin Gel

A simple water gel cream conceived to show Olivem® 2020 sensorial properties and performances.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		Up to 100	Volatile Carrier
	Ethylhexyl Olivate, Sodium Acrylates Copolymer, Polyglyceryl- 4 Olivate	Olivem® 2020, Hallstar Italia	5.00	Multifunctional Cold Emulsifier
	Glycerin		1.00	Humectant
	Preservative		a.n.	Preservative

Olivem® 2020
viscosity builder,
emulsifier and sensorial enhancer



*soft and nice water
gel with a fresh and
rich skin feel*

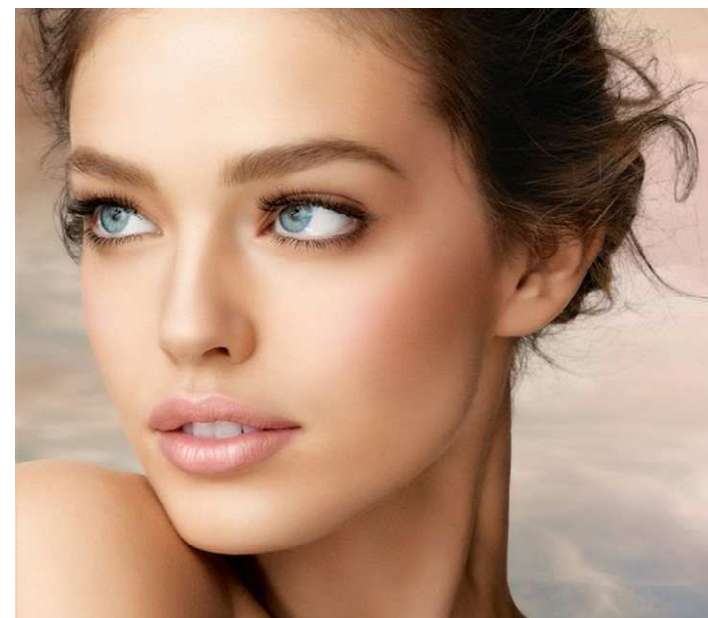


Activating Serum

Applying Activating Serum you enhance the authentic beauty and health of your skin...

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Chamomilla Recutita (Matricaria) Flower Water		5,00	Active Ingredient
	Propanediol		3,00	Humectant
	Trisodium Ethylenediamine Disuccinate (37% active)		0,60	Chelating Agent
B	Ethylhexyl Olivat , Sodium Acrylates Copolymer, Polyglyceryl-4 Olivat	Olivem® 2020 , Hallstar Italia*	1,75	Multifunctional Cold Emulsifier
	Brassica Campestris Seed Oil , Polyglyceryl-3 Diisostearate, Stevia Rebaudania Extract, Cistus Monspelienensis Extract	LIFE Oléobooster® , Hallstar	0,50	Active Ingredient
	Cocos Nucifera Oil , Oak Root Extract	DIAM Oléoactif® , Hallstar	0,50	Active Ingredient
	Helianthus Annuus Seed Oil , Epilobium Angustifolium Flower/Leaf/Stem Extract	EPILOBIUM Oléoactif® , Hallstar	0,50	Active Ingredient
	Ethylhexyl Isononanoate	HallStar® Octyl Isononanoate , Hallstar	0,75	Emollient / Slip Aid
	Lecithin, Tocopherol, Ascorbyl Palmitate, Citric Acid		0,05	Antioxidant Agent
C	Olea Europaea (Olive) Leaf Extract , Water	Eurol® BT , Hallstar Italia	0,30	Multifunctional Active Ingredient
	Parfum		a.n.	Perfume
	Preservative		a.n.	Preservative

*...with a
refreshing light
skin feel*



Eurol® BT:

contrasts premature skin ageing

Diam Oléoactif® :

minimizes the wrinkles and fills the signs of time

Olivem® 2020:

Cold process emulsifier with unique texture

Life Oléobooster®:

supplies strong energizing action

Epilopium Oléoactif®:

smooths the skin and moisturizes the skin

Spot Action Bouncy Gel

Fight your spots with this magic sensory complexion with a subtle cushioning effect!

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Ethylhexyl Olivatate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivatate	Olivem® 2020, Hallstar Italia	5,00	Emulsifier
	Cocos Nucifera Oil, Oak Root Extract/ Cocos Nucifera Oil, Quercus Suber Bark Extract, Oak Root Extract	DIAM Oléoactif®, Hallstar	1,00	Active Ingredient
	Brassica Campestris Seed Oil, Glycyrrhiza Glabra Root Extract, Polyglyceryl-3 Diisostearate, Althaea Officinalis Root Extract, Oryza Sativa Bran Extract	BRIGHT Oléoactif®, Hallstar	1,00	Active Ingredient
C	Glycerin	Eurol® WHT, Hallstar Italia	1,00	Active Ingredient
	Water (Aqua) (deionized)	Water	90,00	Humectant
	Preservative		a.n.	Volatile Carrier
				Preservative

Olivem® 2020:

Cold process emulsifier with unique cushioning effect

Bright Oléoactif® :

Natural brightening, whitening and anti dark spot active!

Diam Oléoactif® :

Anti-inflammatory properties to reduce skin redness

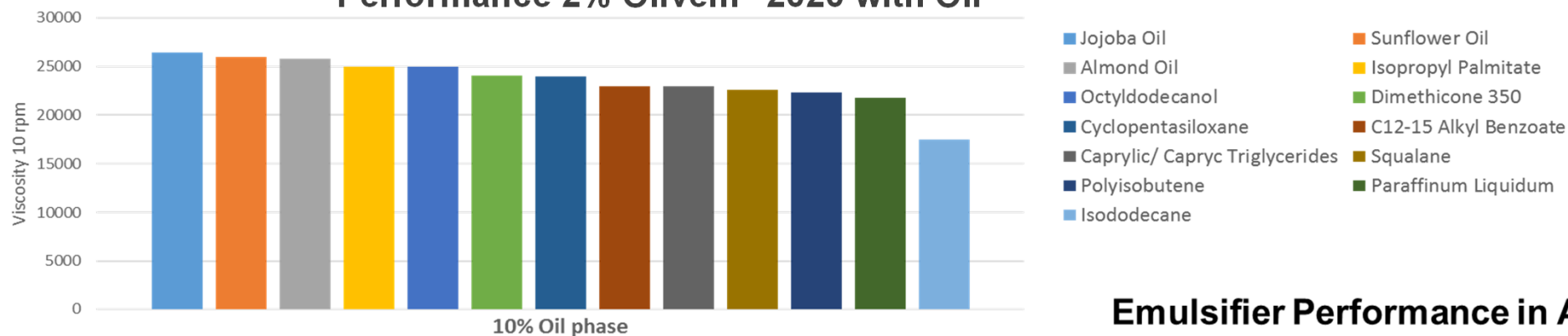
Eurol® WHT:

Anti dark spot and anti inflammatory action for the waterphase!



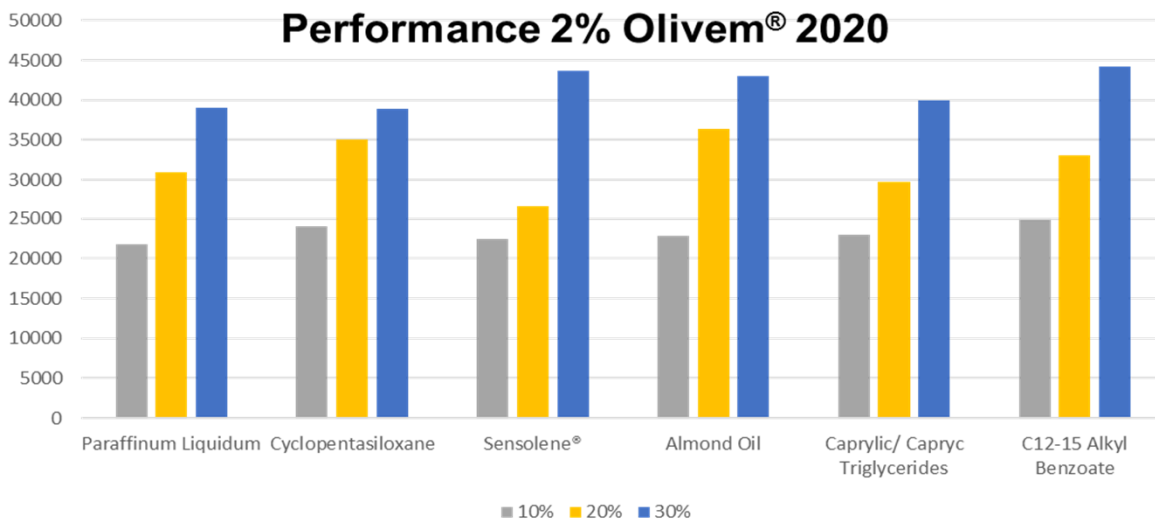
Olivem® 2020: a High-Performing Emulsifier

Performance 2% Olivem® 2020 with Oil

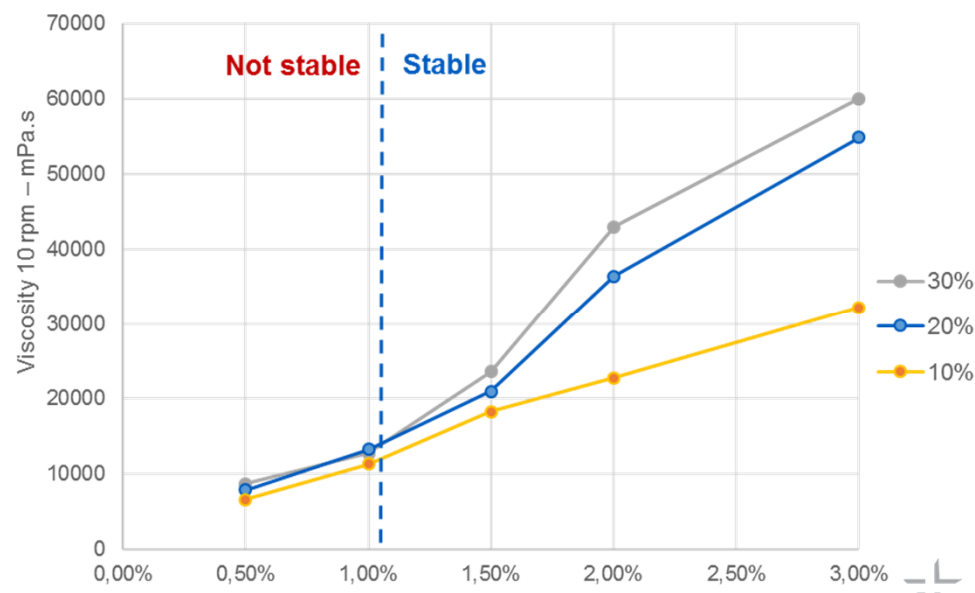


Stability was evaluated using a centrifuge test

Performance 2% Olivem® 2020



Emulsifier Performance in Almond Oil



Lift Me Gel Cream

It works to delay all signs of aging caused by loss of moisture. This light gel-cream formula refreshes and cools the skin, reduces the appearance of fine lines, improves skin density and helps to increase moisture for deep hydration and skin elasticity.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Glycerin		3,00	Humectant
	Betain		0,40	Active Ingredient
	Olea Europaea (Olive) Leaf Extract, Water	EuroI® BT, Hallstar Italia	0,25	Multifunctional Active Ingredient
	Trisodium Ethylenediamine Disuccinate (37% active)		0,30	Chelating Agent
B	Camellia Oleifera Seed Oil	Biochemica® Camellia Tea Oil, Hallstar	2,50	Emollient
	Ethylhexyl Olivat	Sensolene®, Hallstar Italia*	2,00	Multifunctional Lipid
	Carthamus Tinctorius (Safflower) Seed Oil, Spilanthes Acmella Flower/ Leaf/ Stem Extract, Astragalus Membranaceus Root Extract, Ubiquinone, Tocopherol	LIFT Oléoactif®, Hallstar	1,00	Active Ingredient
	Bisabolol		1,00	Active Ingredient
	Preservative		a.n.	Preservative
C	Lecithin, Tocopherol, Ascorbyl Palmitate, Citric Acid		0,05	Antioxidant Agent
	Ethylhexyl Olivat, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivat	Olivem® 2020, Hallstar Italia	2,00	Multifunctional Cold Emulsifier
	Cyclomethicone		8,00	Silicone Oil
	Cyclopentasiloxane, Dimethiconol		2,00	Silicone Oil
	Dimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer		1,00	Silicone Elastomer Blend

this soothing

face cream

provides a very

soft skin



Lift® Oléoactif, Biochemica® Camellia Tea Oil
brings a range of benefits to the skin as anti-aging and rejuvenating

EuroI® BT
multifunctional active ingredient: anti-irritating, anti-inflammatory, skin elasticizing and anti-acne

Olivem® 2020
cold process emulsifier with unique texture

Sensolene®
natural elasticity restorer

Anti-Age Cream – Prevent and Protect

The cooling gel texture is lightweight to absorb quickly, even as it delivers skin-nurturing hydration. It immediately cools and refreshes for a soft, smooth complexion

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Butylene Glycol		2,00	Humectant
	Trisodium Ethylenediamine Disuccinate (37% active)		0,30	Chelating Agent
	Olea Europaea (Olive) Leaf Extract, Water	Eurol® BT, Hallstar Italia	0,10	Multifunctional Active Ingredient
	Caprylyl Glycol, Phenoxyethanol, Hexylene Glycol		1,00	Preservative
B	Bertholletia Excelsa Seed Oil		6,00	Emollient
	Macadamia Ternifolia Seed Oil	Biochemica® Macadamia Oil Ref, Hallstar	4,00	Emollient
	Ethylhexyl Olivat	Sensolene®, Hallstar Italia*	5,00	Multifunctional Lipid
		Micah™, Hallstar	0,10	Anti-aging Agent
C	Lecithin, Tocopherol, Ascorbyl Palmitate, Citric Acid		0,05	Antioxidant Agent
	Fragrance		0,00	Fragrance (Parfum)
D	Ethylhexyl Olivat, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivat	Olivem® 2020, Hallstar Italia	2,00	Multifunctional Cold Emulsifier

Olivem® 2020:

*Cold process emulfi*er with refreshing unique texture

Eurol® BT:

contrasts premature skin ageing

Sensolene®:

Improves natural skin elasticity

.... This refreshing cream-gel is a "drink" for skin, continuously plumping its appearance with hydration.



Biochemica® Macadamia Oil:

smooth the skin and moisturize the skin

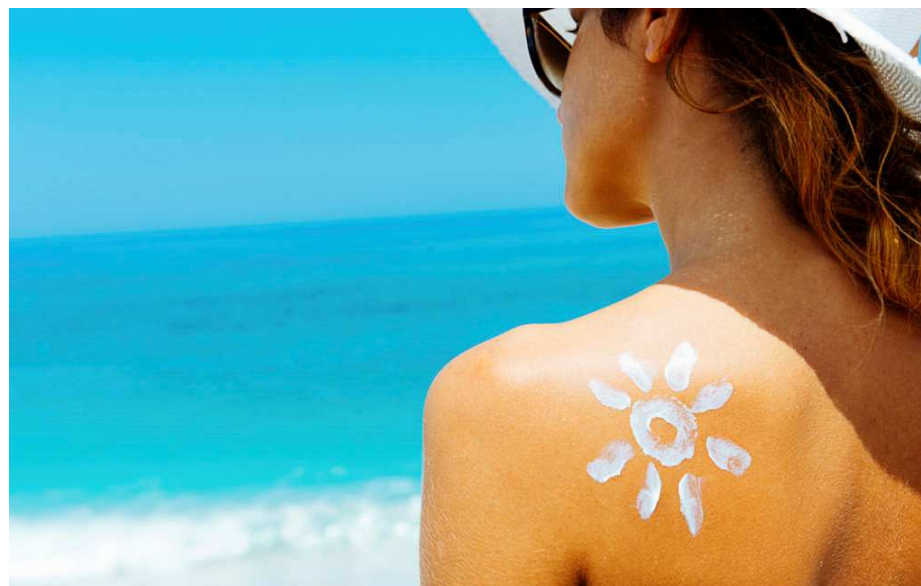
Broad Spectrum SPF 50 Sunscreen Gel

This light and non-greasy sunscreen lotion applies to wet skin without whitening.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Ethylhexyl Salicylate [Octisalate]		5.00	UV Filter / Sunscreen Agent
	Octocrylene [Octocrilene]		10.00	UV Filter / Sunscreen Agent
	Homosalate [Homosalate]		10.00	UV Filter / Sunscreen Agent
	EthylHexyl Olivat	Sensolene®	3.00	Photostabilizer
	Butyloctyl Salicylate	HALLBRITE® BHB*	5.00	Sunscreen Solvent
B	Butyl Methoxydibenzoylmeth ane [Avobenzone]		3.00	UV Filter / Sunscreen Agent
C	Ethylhexyl Olivat , Sodium Acrylates Copolymer , Polyglyceryl-4 Olivat	OLIVEM® 2020	2.00	Emulsifier
	Acrylates/Dimethicone Copolymer		1.00	Film Former
D	Water (Aqua)		up to 100	Volatile Carrier
	Glycerin		8.00	Humectant
E	Preservative		a.n.	Preservative
	Disodium EDTA		0.05	Chelating Agent
F	Silica (spherical, 12 µm)		2.00	Deoiling Agent
	Dimethicone (5 cSt)		3.00	Feel Modification / Enhancement

HallBrite® BHB

good sunscreen solvent; it provides emolliency



Olivem® 2020

cold process Self-emulfier with a refreshing and unique texture

SolaStay® S1

Most effective photostabilizer for Avobenzone

Light and Non-greasy Broad Spectrum SPF 50 Sunscreen Gel

This light and non-greasy sunscreen lotion applies to wet skin without whitening.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Ethylhexyl Salicylate [Octisalate]		5.00	UV Filter / Sunscreen Agent
	Octocrylene [Octocrilene]		10.00	UV Filter / Sunscreen Agent
	Homosalate [Homosalate]		10.00	UV Filter / Sunscreen Agent
	Butyloctyl Salicylate	HALLBRITE® BHB	5.00	Sunscreen Solvent
	Ethylhexyl Olivat	SENSOLENE®	2.00	Multifunctional Emollient
	Ethylhexyl Olivat, Sodium Acrylates Copolymer, Polyglyceryl-4 Oleate	OLIVEM® 2020 G	2.00	Multifunctional Cold Process Emulsifier
B	Acrylates/Dimethicone Copolymer		2.00	Film Former
	Butyl Methoxydibenzoylmethane [Avobenzone]		3.00	UV Filter / Sunscreen Agent
C	Water (Aqua)		up to 100	Volatile Carrier
	Glycerin		8.00	Humectant
	Preservative		a.n	Preservative
	Disodium EDTA		0.05	Chelating Agent



Olivem® 2020 G

cold process Self-emulfier with a refreshing and unique texture

HallBrite® BHB

good sunscreen solvent; it provides emolliency

Sunscreen Gel SPF 50 PA ++++ for Wet Skin

Light and non-greasy sunscreen gel applies to wet skin without whitening, and protecting the skin from burning and photo-ageing.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Ethylhexyl Salicylate [Octisalate]	SolaStay® S1* HALLBRITE® BHB*	5.00	UV Filter / Sunscreen Agent
	Octocrylene [Octocrilene]		10.00	UV Filter / Sunscreen Agent
	Homosalate [Homosalate]		10.00	UV Filter / Sunscreen Agent
	Ethylhexyl Methoxycrylene		3.00	Photostabilizer
	Butyloctyl Salicylate		5.00	Sunscreen Solvent
B	Butyl Methoxydibenzoylmethane [Avobenzone]		3.00	UV Filter / Sunscreen Agent
C	Ethylhexyl Olivatate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivatate	OLIVEM® 2020	2.00	Emulsifier
	Acrylates/Dimethicone Copolymer		1.00	Film Former
D	Water (Aqua)		up to 100	Volatile Carrier
	Glycerin		8.00	Humectant
E	Preservative		a.n.	Preservative
	Disodium EDTA		0.05	Chelating Agent
F	Silica (spherical, 12 µm)		2.00	Deoiling Agent
	Dimethicone (5 cSt)		3.00	Feel Modification / Enhancement

Olivem® 2020:

primary cold process emulsifier delivering skin hydration and sensorial benefits to the final formulation

Hallbrite® BHB:

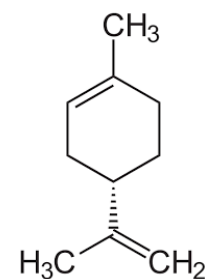
sunscreen polar solvent providing superior emolliency and improving filters stability

SolaStay® S1:

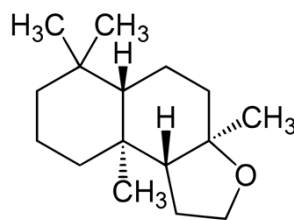
photostabilizer improving sunscreen performance.

Olivem® 2020 – Application for Aromatherapy – Fragrances and Essential Oils

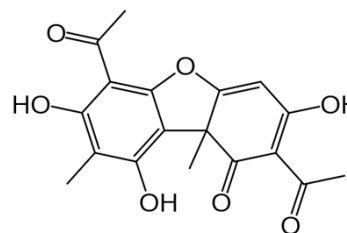
Formula base	
Ingredients	%
Demin. Water	up to 100
Sweet Almond Oil	10
Olivem 2020	2
Fragrances or EO	2 - 5
Preservative	0.10
Stability 24h	Stable



(+) Limonene



Ambrox



Usnic Acid



- Volatile
- Destabilizing
- Reactive

Fragrances or EO (until 100 different substances)

- Rosemary EO
- Lemon EO
- Lavender EO
- Lovely Composition Symrise
- Melagrana Composition SFA Grasse

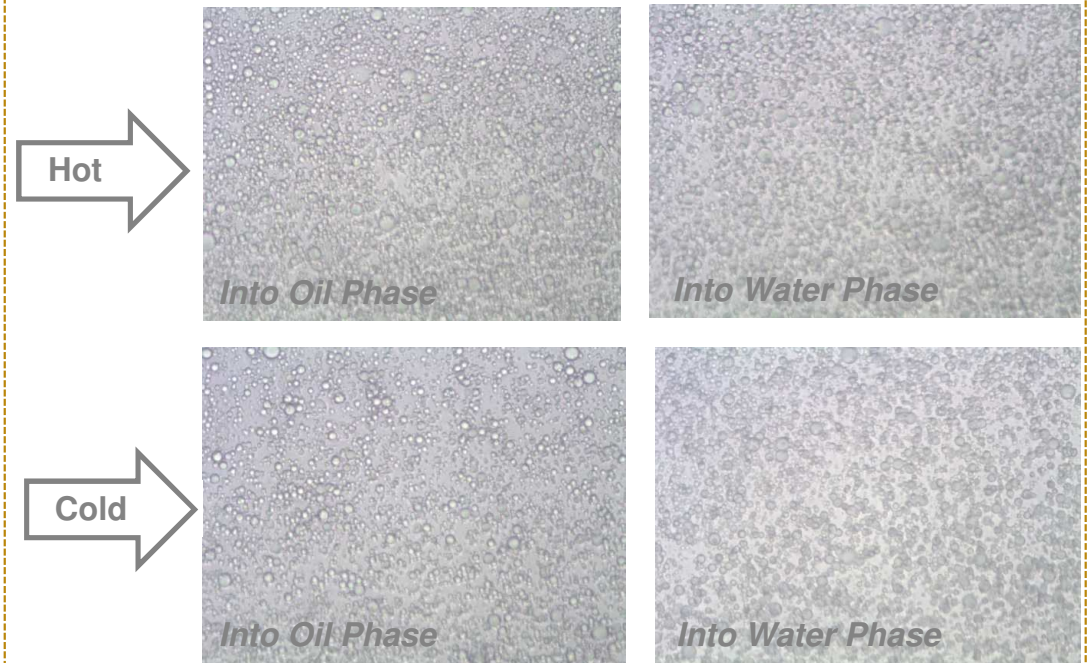
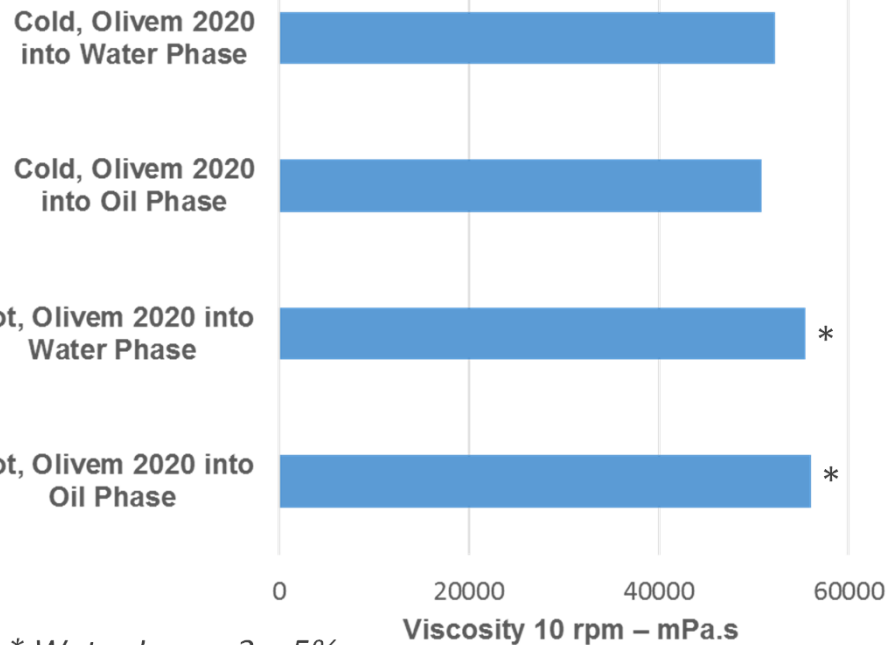


Centrifuge – All stable

Olivem[®] 2020: Use as you like!

Different procedures, what's the best?

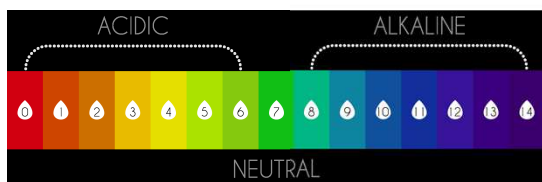
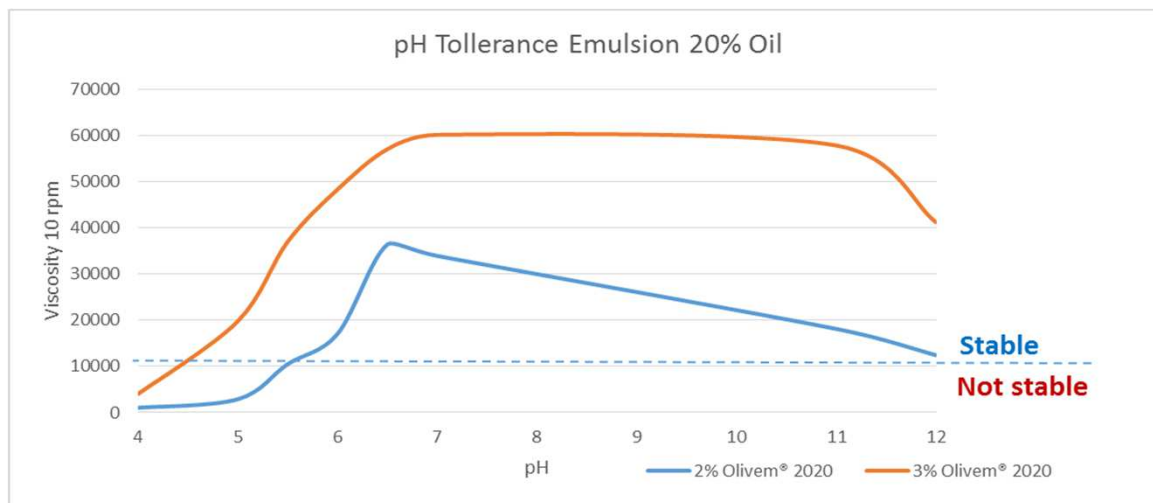
Microscope Zeiss Primo Star 4000x



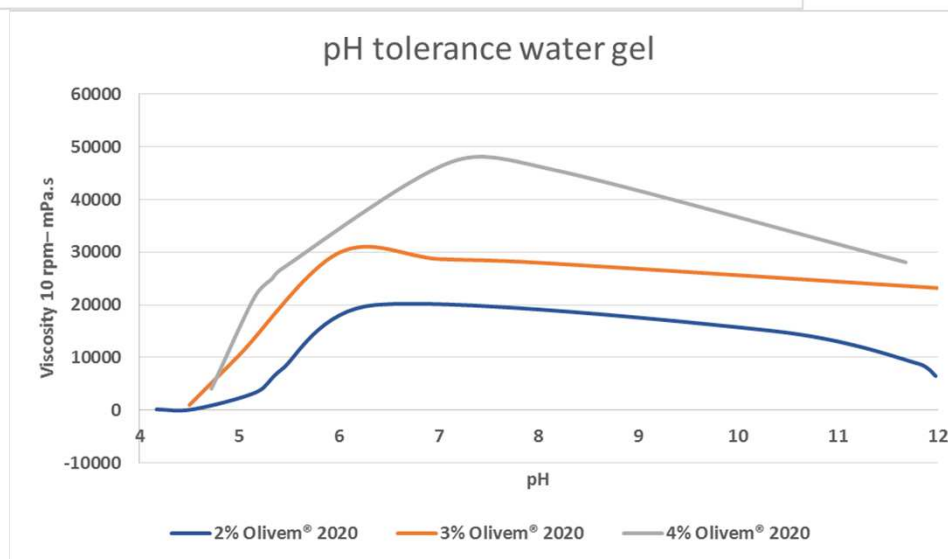
Base Formula		
Phase	INCI	%
A	Water	Up to 100
B	Olivem[®] 2020	3,00
	Almond Oil	20,0

There's no significant difference among the procedures

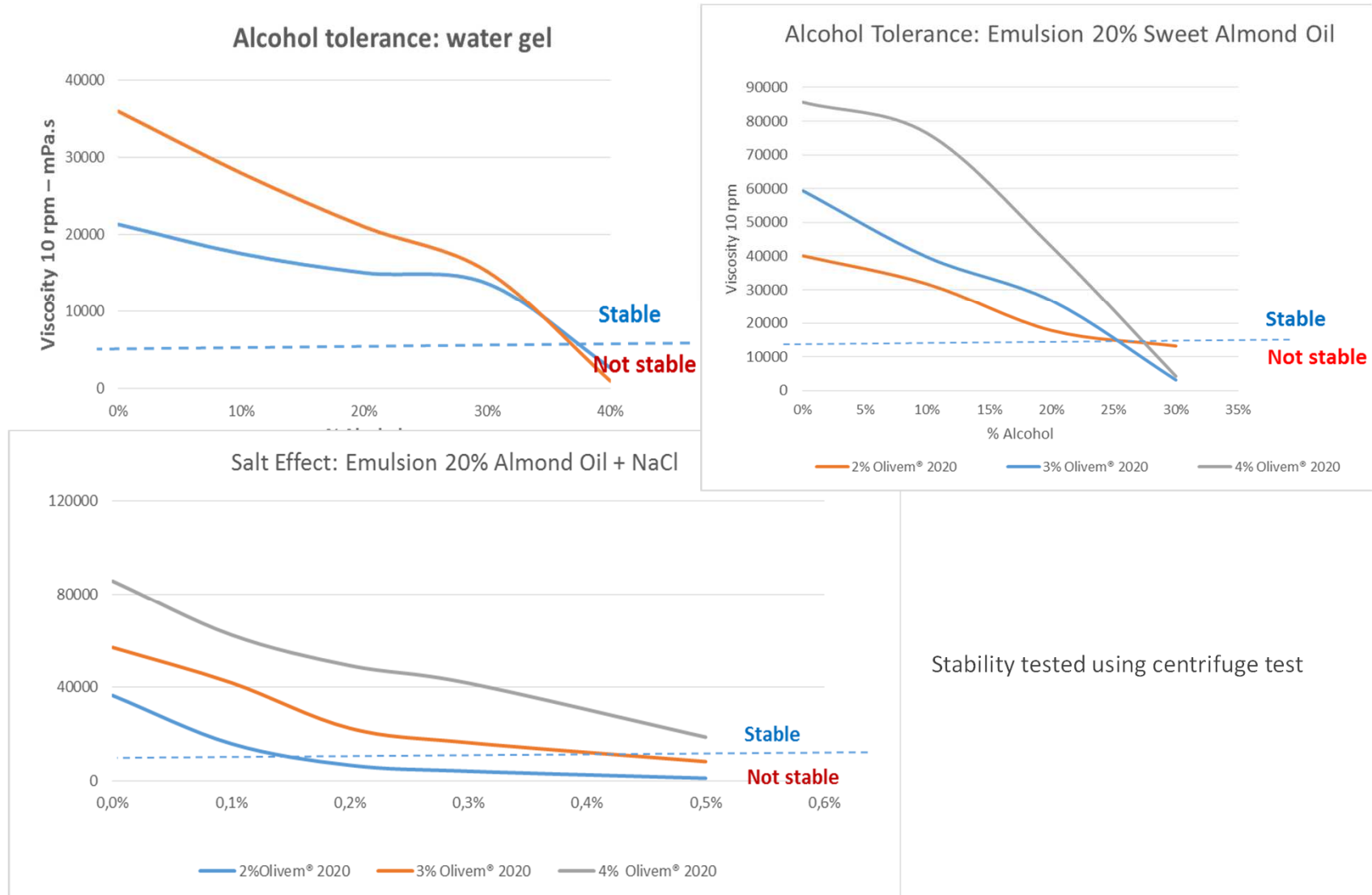
Olivem[®] 2020: a Stable Emulsifier



Stability tested using centrifuge test

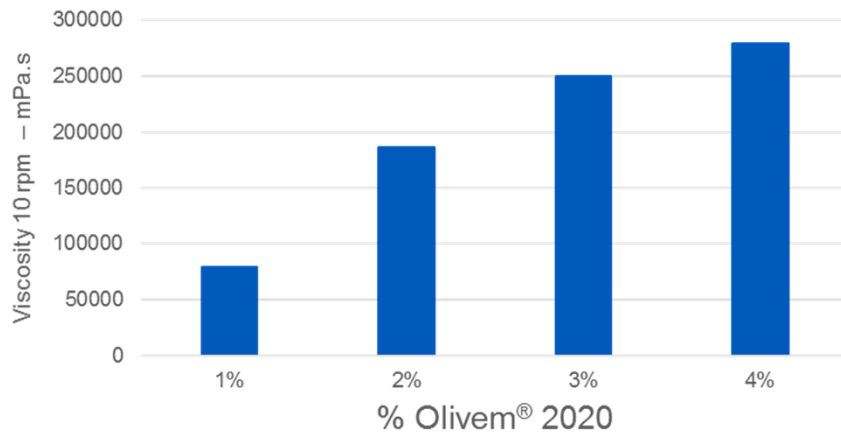


Olivem[®] 2020: a Stable Emulsifier

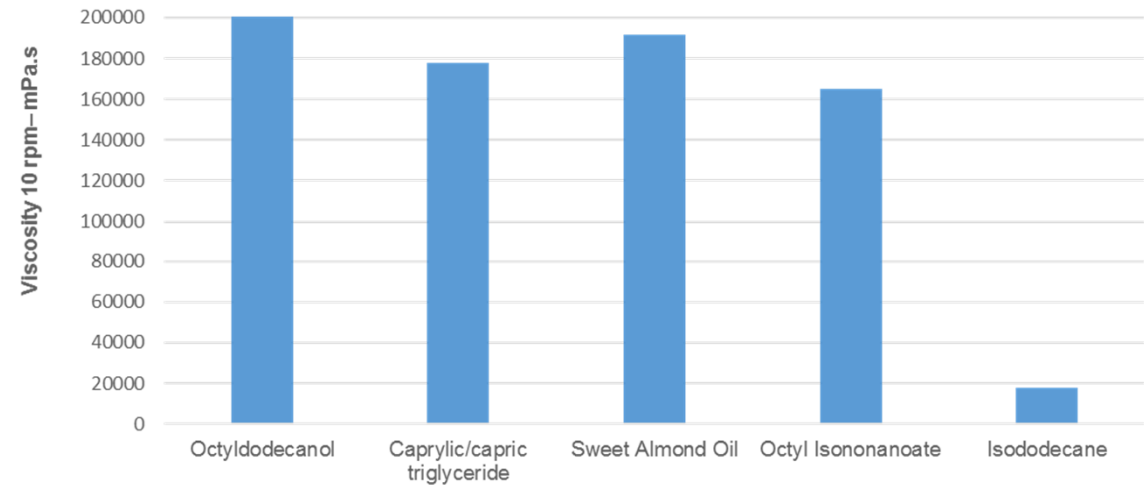


Olivem[®] 2020: an Interesting jellyfier for anhydrous applications

Glycerin Anhydrous Gel



2%Olivem[®] 2020 with Glycerin 90 / Oil 10



- ✓ **Clear gel** with glycerine
- ✓ **Opaque gel** with Octyldodecanol, Caprylic/Capric Triglycerides, Octyl Isononanoate, Isododecane
- ✓ **Clear gel** with Natural Oils

Lift Diamond Mask

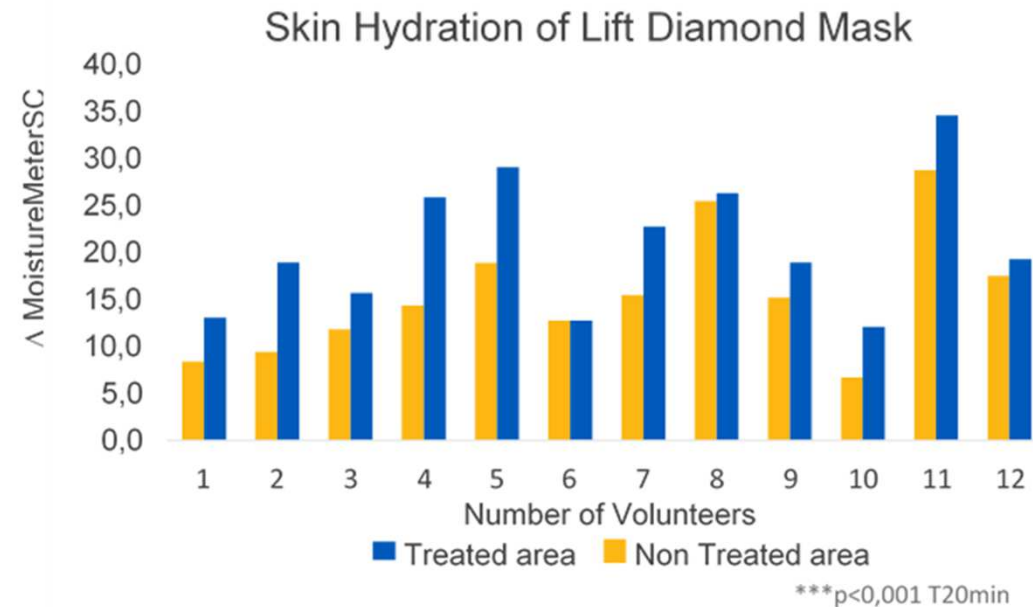
Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Glycerin		89,90	Humectant
B	Ethylhexyl Olivatate (and) Sodium Acrylates Copolymer (and) Polyglyceryl-4 Olivatate	Olivem® 2020, Hallstar Italia	1,00	Structuring agent
	Carthamus Tinctorius Seed Oil, Astragalus Membranaceus Root Extract, Spilanthes Acmella Flower/Leaf/Stem Extract, Ubiquinone, Tocopherol	LIFT Oléoactif®, Hallstar	1,00	Active Ingredient
	Camellia Oleifera Seed Oil	Biochemica® Camellia Tea Oil, Hallstar	8,00	Emollient
	Tocopherol		0,10	Antioxidant Agent

Olivem® 2020:

*Forms an oil in glycerin transparent
holographic gel*

**Lift® Oléoactif, Biochemica®
Camellia Tea Oil**
*brings a range of benefits to the skin as
anti-aging and rejuvenating*

*An anhydrous
holographic gel to restore
the healthy feeling of
incredibly soft and
deeply nourished skin
and smile again!*



Take My Make-Up Off

Take My Make-Up Off is a facial cleanser that leaves your skin soft and moisturized.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Glycerin		49,00	Humectant
	Ethylhexyl Olivate [橄榄油酸乙基己酯], Sodium Acrylates Copolymer [丙烯酸(酯)类共聚物钠], Polyglyceryl-4 Olivate [聚甘油-4 油酸酯]	Olivem® 2020, Hallstar	0,50	Multifunctional Cold Emulsifier
B	PEG-16 Macadamia Glycerides	Florasolvs® Macadamia-16, Hallstar	5,00	Emollient
	Brassica Campestris (Rapeseed) Seed Oil, Opuntia Ficus-Indica Flower Extract, Camelina Sativa Seed Oil	OPUNTIA Oléoactif®, Hallstar	1,00	Active Ingredient
	Simmondsia Chinensis (Jojoba) Seed Oil, Punica Granatum Extract, Punica Granatum Flower Extract	POMEGRANATE Oléoactif®, Hallstar	1,00	Active Ingredient
	Propylene Glycol		43,00	Humectant
C	Preservative		a.n	Preservative
	Perfume		a.n.	Perfume



Olivem® 2020:

Cushioning effect and stabilizing agent

Florasolvs® Macadamia-16

Water soluble oil leaving the skin velvety and hydrated

Pomegranate Oléoactif®

Restructures and purifies the skin

Opuntia Oléoactif®

Relaxes and comforts damaged cells

Massage this unique oil into your skin and then rinse it off with water



Extreme Cleansing Oil

An oil-based cleanser to remove oil-based makeup, SPF and other impurities.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Glycerin		49,00	Humectant
	Ethylhexyl Olivat e [橄榄油酸乙基己酯], Sodium Acrylates Copolymer [丙烯酸 (酯) 类共聚物钠], Polyglyceryl-4 Olivat e [聚甘油-4 油酸酯]	Olivem® 2020 , Hallstar Italia	0,50	Multifunctional Cold Emulsifier
B	PEG-16 Macadamia Glycerides	Florasolvs® Macadamia-16 , Hallstar	5,00	Emollient
C	Propylene Glycol		45,00	Humectant
	Preservative		a.n.	Preservative
	Fragrance		a.n.	Fragrance (Parfum)

Florasolvs® Macadamia-16
Water soluble oil leaving the skin velvety and hydrated

Olivem® 2020:
Forms a creamy cleanser when in contact with water



This allows for effortless cleansing rather than tugging at your skin to remove that last bit of mascara.

Olivem[®] 2020 in glycerin – application for exfoliants



50% Sugar (Food Grade), 0.5% Olivem 2020 and up to 100 Glycerin.

Viscosity 268'000 cPs measured with Brookfield 10 rpm H96

Centrifuge (60' @ 5000 rpm): stable, no settlement of sugar



50% Sugar (Food Grade), 10% Sweet Almond Oil (SAO), 0.5% Olivem 2020 and up to 100 Glycerin.

Viscosity 110'000 cPs measured with Brookfield 10 rpm H96

Centrifuge (60' @ 5000 rpm): stable, no settlement of sugar

Delicious Scrubbing Gel

Leave your skin be exfoliated by the massage with Eurol® BT absorbed on the sugar crystals.

The scrub gel can moisturize and calm your irritated skin

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Glycerin	Olivem® 2020, Hallstar Italia	83,50	Humectant
	Ethylhexyl Olivatate (and) Sodium Acrylates Copolymer (and) Polyglyceryl-4 Olivatate		0,85	Structuring agent
B	Sucrose	Eurol® BT, Hallstar Italia	15,00	Exfoliant
	Olea Europaea (Olive) Leaf Extract, Water		1,00	Active Ingredient

Eurol® BT:

Multifunctional active ingredient: anti-irritating, anti-inflammatory, skin elasticizing and anti-acne

Olivem® 2020:

Cushioning effect and stabilizing agent



*Hydrate and revitalize your skin with
a sugar crystals massage*

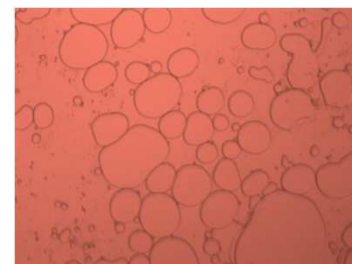
Olivem® 2020 – Creamy cleansers

Ingredients	Cleanser Base	Shampoo Base	Bath foam Base
	%	%	%
Demin. Water	up to 100	up to 100	up to 100
Sodium Laureth Sulfate (Texapon N70)	2,5	7,5	18,75
Cocoamidopropyl Betaine (Dehyton PK 45)	7,5	7,5	6,25
Olivem 2020	5	5	5
Preservative	0.10	0.10	0.10
Total surfactant percentage	10	15	25
Centrifuge	Stable	Stable	Stable
Viscosity (cPs 10 rpm)	10700	6800	6200

Olivem® 2020: an Efficient Stabilizer

Base Formula	
INCI	%
Water	Up to 100
Carbomer	0,10
Ceteareth-20	0.25
Cetearyl Alcohol	0,50
Paraffin Oil	20
NaOH	a.n.

Olivem® 2020
stabilizes a basic
formulation starting to
0,5%



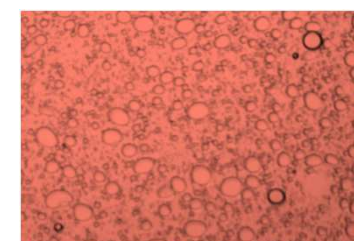
100x
Base Formula



100x
1% Ceteareth-20/
Cetearyl Alcohol



100x
0,50 % Product 1



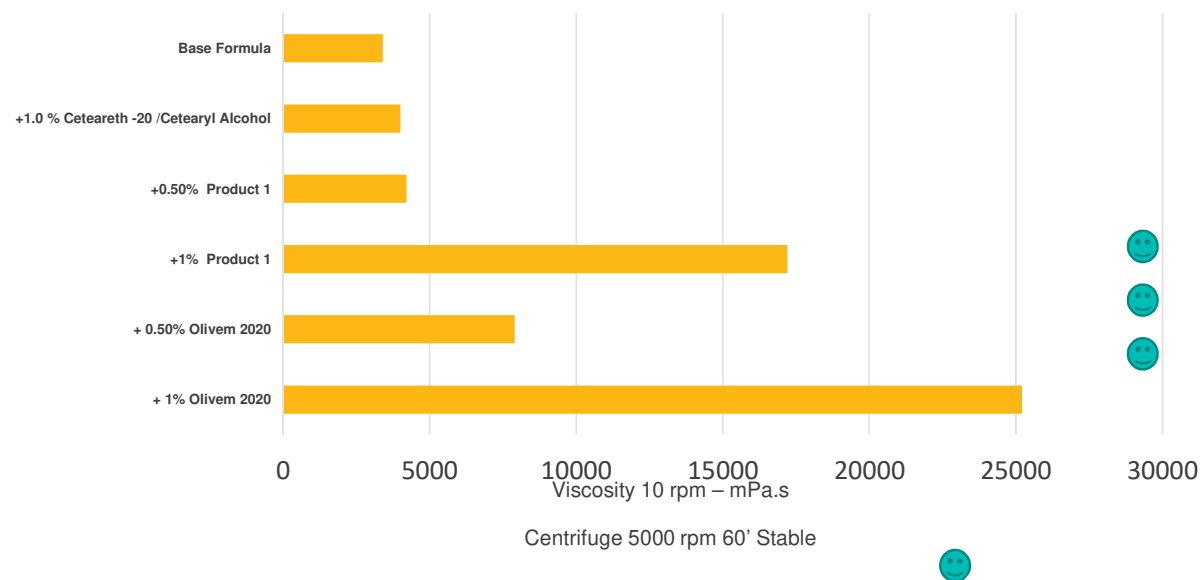
100x
1% Product 1



100x
0,50% Olivem® 2020



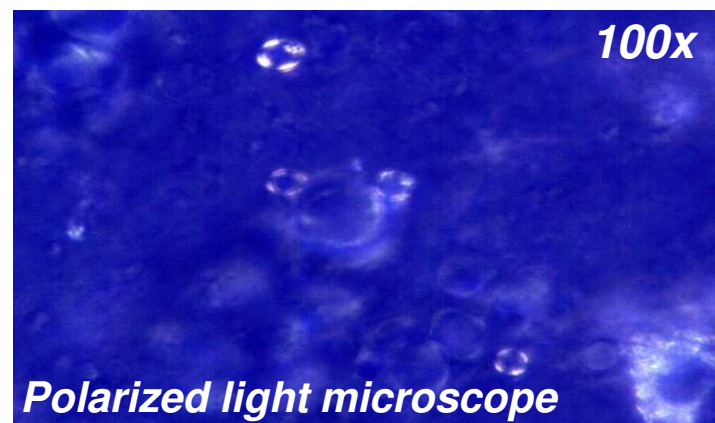
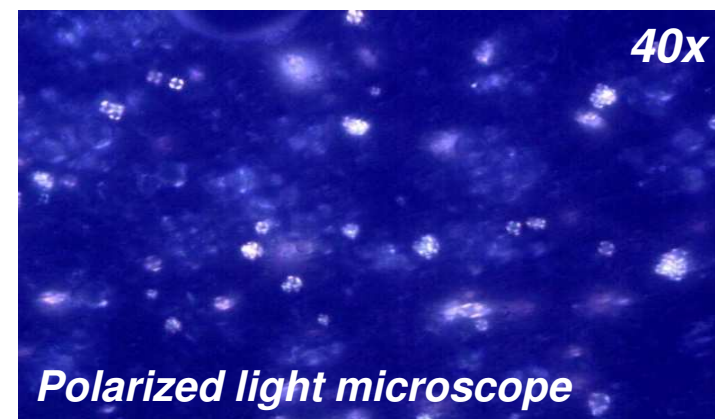
100x
1% Olivem® 2020



Olivem® 2020: a Compatible Biomimetic Emulsifier


Smooth and Hydrate Primer

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Trisodium Ethylenediamine Disuccinate		0,30	Chelating Agent
	BHT		0,10	Antioxidant Agent
B	Cetearyl Olivat, Sorbitan Olivat	Olivem® 1000, Hallstar Italia*	3,00	Emulsifier
	Sorbitan Olivat	Olivem® 900, Hallstar Italia	1,00	Co-emulsifier
C	Methyl Methacrylate Crosspolymer		2,00	Soft Focus agent
	Silica, Titanium Dioxide, Iron Oxides		1,00	Soft Focus agent
D	Acrylates Copolymer		3,00	Film Former
	Preservative		a.n.	Preservative
E	Brassica Campestris Seed Oil, Zingiber Officinale Root Extract, Alpinia Officinarum Root Extract	YOUTH Oléobooster®, Hallstar	0,50	Active Ingredient
F	Ethylhexyl Olivat, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivat	Olivem® 2020, Hallstar Italia	1,00	Multifunctional Cold Emulsifier



Smooth and Hydrate Primer

Applying Smooth and Hydrate Primer before your make-up helps products wear better and last longer

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Trisodium Ethylenediamine Disuccinate		0,30	Chelating Agent
B	BHT		0,10	Antioxidant Agent
	Cetearyl Olivate, Sorbitan Olivate	Olivem® 1000, Hallstar Italia*	3,00	Emulsifier
	Sorbitan Olivate	Olivem® 900, Hallstar Italia	1,00	Co-emulsifier
C	Methyl Methacrylate Crosspolymer		2,00	Soft Focus agent
	Silica, Titanium Dioxide, Iron Oxides		1,00	Soft Focus agent
D	Acrylates Copolymer		3,00	Film Former
	Preservative		a.n.	Preservative
E	Brassica Campestris Seed Oil, Zingiber Officinale Root Extract, Alpinia Officinarum Root Extract	YOUTH Oléobooster®, Hallstar	0,50	Active Ingredient
F	Ethylhexyl Olivate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivate	Olivem® 2020, Hallstar Italia	1,00	Multifunctional Cold Emulsifier

Olivem® 1000:
Emulsifier and sensorial enhancer

Olivem® 2020:
Cushioning effect and stabilizing agent

Olivem® 900:
Structuring agent with a light soft touch

Youth Oléobooster®:
Helps to protect the skin from aging signs



*Smooth, nourishing and soft texture
...an explosion of cushioning effect!*



Sleeping Beauty Mask

Restore moisture overnight to your face's dry skin with this innovative mask.

Phase	INCI Name [INN/USAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Butylene Glycol		3,00	Humectant
	Glycerin		2,00	Humectant
	Betaine		1,00	Active Ingredient
	Allantoin		0,20	Active Ingredient
	Trisodium Ethylenediamine Disuccinate (37% active)		0,30	Chelating Agent
	Preservative		a.n.	Preservative
	Olea Europaea (Olive) Leaf Extract, Water	Eurol® BT, Hallstar Italia	0,25	Active Ingredient
	Carbomer		0,20	Thickener (Aqueous)
	Ethylhexyl Olivatate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivatate	Olivem® 2020, Hallstar Italia	1,20	Cold Multifunctional Emulsifier
B	Water (Aqua) (deionized)		25,00	Volatile Carrier
C	Cetearyl Olivatate, Sorbitan Olivatate	Olivem® 1000, Hallstar Italia*	1,00	Emulsifier
	Ethylhexyl Olivatate	Sensolene®, Hallstar Italia*	0,50	Emollient
	Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrogenated Vegetable Oil, Camellia Sinensis Leaf Powder	Biochemica® Matcha Green Tea, Hallstar	0,50	Emollient
	Simmondsia Chinensis Seed Oil, Punica Granatum Extract/Simmondsia Chinensis Seed Oil, Punica Granatum Flower Extract	POMEGRANATE Oléoactif®, Hallstar	1,00	Active Ingredient
D	Brassica Campestris Seed Oil, Opuntia Ficus-Indica Flower Extract, Camelina Sativa Seed Oil	OPUNTIA Oléoactif®, Hallstar	1,00	Active Ingredient
	Tocopheryl Acetate		0,50	Antioxidant Agent
	Tocopherol	Biochemica® Vitamin E Nat, Hallstar	0,10	Antioxidant Agent
E	Cyclomethicone		2,50	Texturizing Agent
	Cyclopentasiloxane, Dimethiconol		2,00	Texturizing Agent
	Dimethicone, Dimethicone Crosspolymer		4,00	Texturizing Agent
F	Sodium Hydroxide		0,70	pH Adjuster
G	Colorant		a.n.	Colorant



Sleeping Beauty Mask is formulated with highly concentrated Olive Leaf Extract, delivering high doses of antioxidant nutrients that recharge tired, stressed skin.

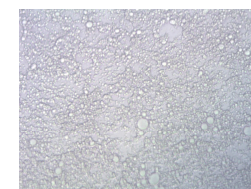
Pomegranate Oléoactif®
Restructures and purifies the skin

Opuntia Oléoactif®
Relaxes and comforts damaged cells

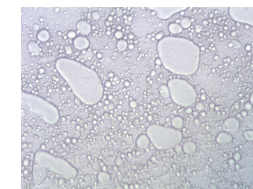
Olivem[®] 2020 with Olivem[®] 1000

Ingredients	%
Demin. Water	up to 100
Olivem 1000	3
Olivem 2020	1
Sweet Almond Oil	20
Preservative	0.10

	Olivem 1000	Olivem 2020	Centrifuge
A1	Into oil phase	Into oil phase	Stable
A2	Into oil phase	Into water phase	Unstable (oil)
A3	Into oil phase	After cooling	Stable



A1

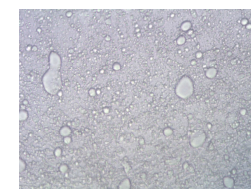


A2

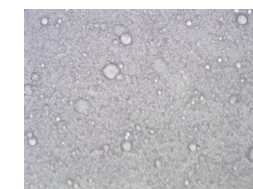


A3

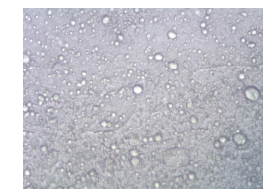
	Olivem 1000	Olivem 2020	Centrifuge
B1	Into water phase	Into oil phase	Stable
B2	Into water phase	Into water phase	Unstable (oil)
B3	Into water phase	After cooling	Stable



B1

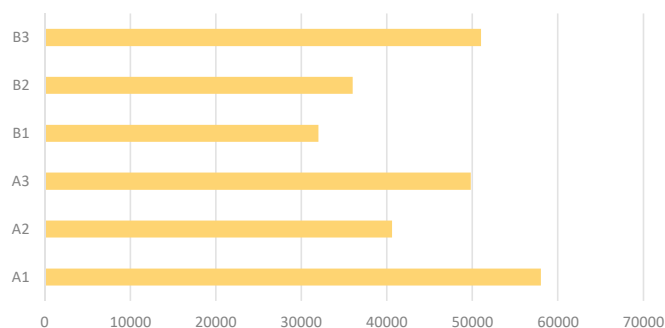


B2



B3

Viscosity 10 rpm HLPT 93



Olivem[®] 2020: Practical Aspects

Olivem[®] 2020 tends to settle like other similar materials.



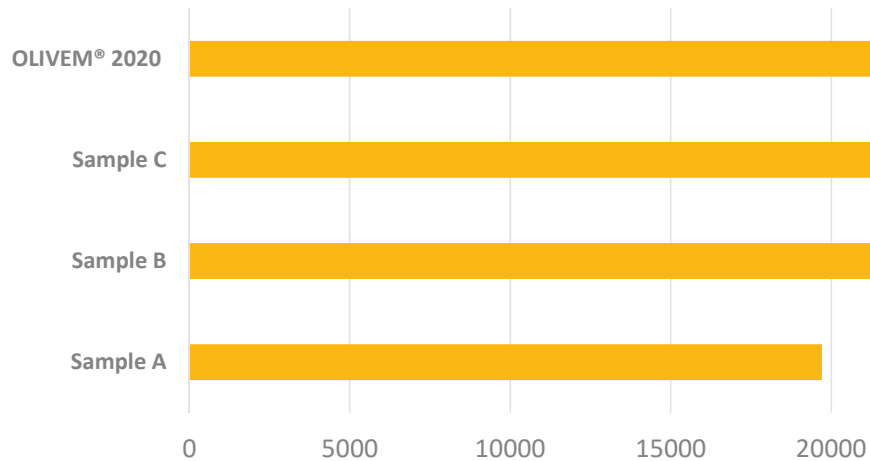
The packaging has been studied in order to facilitate the squeezing that will permit a remixing of the product.

It is possible to squeeze the product inside the packaging or stir outside.

Olivem® 2020: Practical Aspects

	Viscosity 10 RPM Samples	CoA Specs Olivem® 2020 max 50000 cPs (BT006-03/V01-17)	Viscosity 10 RPM Water gel 2%	CoA Water Gel Specs 10000-30000 cPs (BT006-04/V01-17)
Sample A	1400 cPs	✓	19700 cPs	✓
Sample B	7700 cPs	✓	23000 cPs	✓
Sample C	50000 cPs	✓	23700 cPs	✓
OLIVEM® 2020 Standard Sample	20000 cPs	✓	22000 cPs	✓

Viscosity 10 RPM WATER GEL 2% - QC ANALYSIS TEST



Olivem® 2020 has been inaccurately homogenized and split in 3 parts

There are no significant differences in viscosity building properties.

Quality / Tox / Regulatory aspects



Shelf Life is 18 months

Toxicological tests

EU REACH Compliant

- Challenge Test : confirmed microbial stability over time;
- NRU Assay (cutaneous/ocular irritation potency - cytotoxicity) : not irritant;
- HRIPT (irritating and sensitizing potency) : not irritating, ipo allergenic;
- Heavy Metal content: <10 ppm total + single metals

Olivem® 2020: Technical Facts

Olivem® 2020 INCI: Ethylhexyl **Olivate**, Sodium Acrylates Copolymer, Polyglyceryl-4 **Olivate**

Olivem® 2020G INCI: Ethylhexyl **Olivate**, Sodium Acrylates Copolymer, Polyglyceryl-4 **Oleate**



- Appearance: viscous yellow liquid
- Suggested dose for emulsion: 1% – 4%
- Suggested dose for water gel: 0,5% – 5%
- Suggested dose as stabilizer: 0,5% – 2%
- Self Emulsifier: yes
- Oil compatibility: all
- Fragrance compatibility: yes
- HLB method: not required
- Anhydrous product: yes
- Regulatory info: globally compliant
- Reach: compliant
- Does not contain preservatives, palm oil derivatives, ethoxylated compounds

Olivem[®] 2020: the Multi-Functional Ingredient

